

## Environmentally labelled data storage can solve a growing environmental threat

The world's data centres are currently facing an increasingly large part of global greenhouse emissions. In order to avoid digitalisation as an environmental threat, the datacenter company DigiPlex highlight how we are unaware of the risk of increasing the amount of "dirty data" when using digital services. "All digital activity begins in a data center and every individual is in many cases an environmental "criminal" without knowing it," says Lars Tisén, CCO at the data center company DigiPlex.

During 2017, every minute we sent 16 million SMS and 156 million emails while 4.1 million videos were viewed on YouTube. This explosion of data has meant that the data center industry has grown rapidly in recent years. Today it accounts for 2% of the world's annual CO2 emissions – and 3% of total energy consumption. In addition, new technologies such as IoT, Big Data and Edge Computing will increase both energy consumption and carbon dioxide emissions exponentially.

To avoid digitisation as a threat to the environment, climate and energy-efficient data centers are therefore required. Furthermore, the datacenter company DigiPlex believes that it should be easier for consumers to avoid creating dirty data when using digital services.

"Consumers often buy eco-labelled products to make an active environmentally friendly choice, but this label does not exist for digital services today," says Lars Tisén, Chief Commercial Officer at DigiPlex

### A forgotten part of the GDPR

Traditionally, companies have often outsourced their data storage without knowing where their data center is located and whether the datacenter is "dirty" or energy-efficient. Others choose to operate their own in-house data center, but as this requires constant updating of knowledge about infrastructure and operation, this choice is often both costly and uncertain – especially given the Data Ordinance (GDPR).

"If a company places its server in the cupboard at the office or a data center in the basement, there is a risk that unauthorized people will take the servers and the data with them. The physical aspect is often a forgotten, but extremely important, part of the GDPR," says Tisén

Moving a company's IT infrastructure to a highly efficient data center, a professional operator, can save 50 to 60 percent of the total operating cost, reduce the carbon footprint, and reduce the risk of the company being branded as "dirty". For example, DigiPlex's own data center in Upplands Väsby is run at 100 per cent renewable energy and is equipped with industry-leading innovations to keep energy consumption down. One example is their extremely energy-efficient cooling system "Air-to-Air" which utilizes Sweden's cool climate and which has been optimized further thanks to a proprietary algorithm called Concert Control. DigiPlex also recently signed a residential heat recovery agreement with Stockholm Exergi (formerly Fortum Heat). It is the first

agreement in the world where an already operational data centre, with indirect evaporative air-to-air cooling system, is modified to add excess heat to the local district heating network. The agreement corresponds to heating up to 10 000 modern apartments.

“Even authorities and institutions should do more to reduce the negative digital environmental footprint to avoid a bleak future for future generations,” says Lars. “We want to see that more government institutions and authorities are at the forefront of green data centers. We cannot continue wasting tax money on inefficient solutions and consume more resources than we can afford,” he concludes.